



## Powered by PUMA and Protected by InterRisk, PL Agnieszka Lubowiecka



Video available in [VIG Groupnet](#)

### Please briefly describe the initiative.

Before the Olympic Games 2024 PUMA and InterRisk have launched a joint co-branding campaign, “Powered by PUMA, Protected by InterRisk,” which features in the spotlight Adrianna Sułek-Schubert, a Polish lightweight athlete competing in combined track and field events. The two brands have put together a joint message about her preparations for the Paris run.

PUMA and InterRisk are supporting Adrianna Sułek-Schubert, an indoor world pentathlon vice-champion, European heptathlon vice-champion and multiple Polish champion. The theme of the joint campaign Powered by Puma, Protected by InterRisk is to draw attention to the potential of both brands for sports challenges. The marketing campaign communication centers around Ada Sułek-Schubert and is run in social media.

“The new initiative reflects our continued support for Ada, who became our Ambassador last year. We hope that through the planned social media activities we will drive her with the power of PUMA to action, adding both motivation during the hard training and cheering her on to the sporting struggles during this year’s competition in Paris,” states Daniel Kaliszuk, member of InterRisk’s Management Board.

### What were the benefits?

- Increasing reach through communication on the profiles of both brands.
- Providing greater diversification of content, showing the InterRisk brand from a different, interesting perspective.
- PR and media coverage
- Opportunity to participate in an interesting project, an element of employer branding
- Use of collaborations with Puma in communications to partners and use of outfits from the campaign in a sales contest for agents

### Who were the main stakeholders involved?

Puma Poland Marketing Team

InterRisk Poland Marketing Team

InterRisk CEO Piotr Narloch and Board Member Daniel Kaliszuk

InterRisk and Puma ambassador Adrianna Sułek Schubert



## What were the major learnings and challenges you had to overcome?

The idea was born shortly before the Olympic Games and the schedule for the campaign was very tight. A photo shoot had to be done quickly, timing it with Ada's busy training calendar.

It was also a challenge to get approval from Puma, which had to consult on the possibility of joint activities with headquarters.

InterRisk was the driver of this campaign, we were responsible for the creation and copywriting and kept an eye on deadlines which was quite challenging.

## Going forward, what are your plans to further develop the project?

InterRisk and Puma are satisfied with the campaign, and so we are planning further activities together with our joint ambassador such as preparing a motivational podcast, a joint event for business partners of both brands and many more.

VIG companies should look for such opportunities to collaborate with strong brands, including those in other industries. Such non-obvious combinations offer a lot of promotional opportunities. Joint communication provides greater reach. It serves to build credibility, recognition and brand strength.

*Are you interested in exchanging with Agnieszka, please feel free to contact her!*

### Agnieszka Lubowiecka

✉ [Agnieszka.lubowiecka@interrisk.pl](mailto:Agnieszka.lubowiecka@interrisk.pl)

☎ + 48 887 847 032